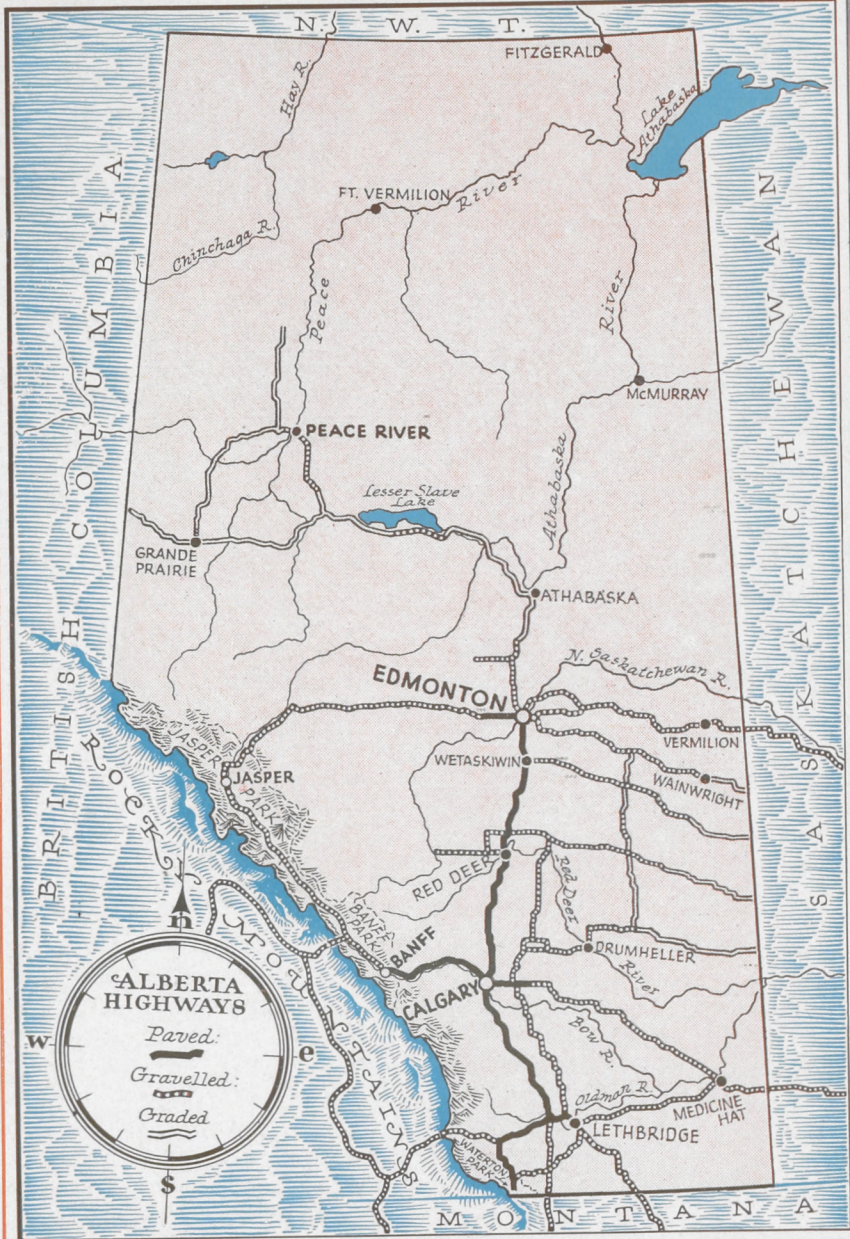




We like
ALBERTA
C A N A D A



So will you!





You

know, my friend, "the Alberta border is not a dividing line but a place of meeting." You can enter Alberta as easily as you cross your neighboring state line. You need no passport. Bring your camera or your gun if you want to hunt with either.

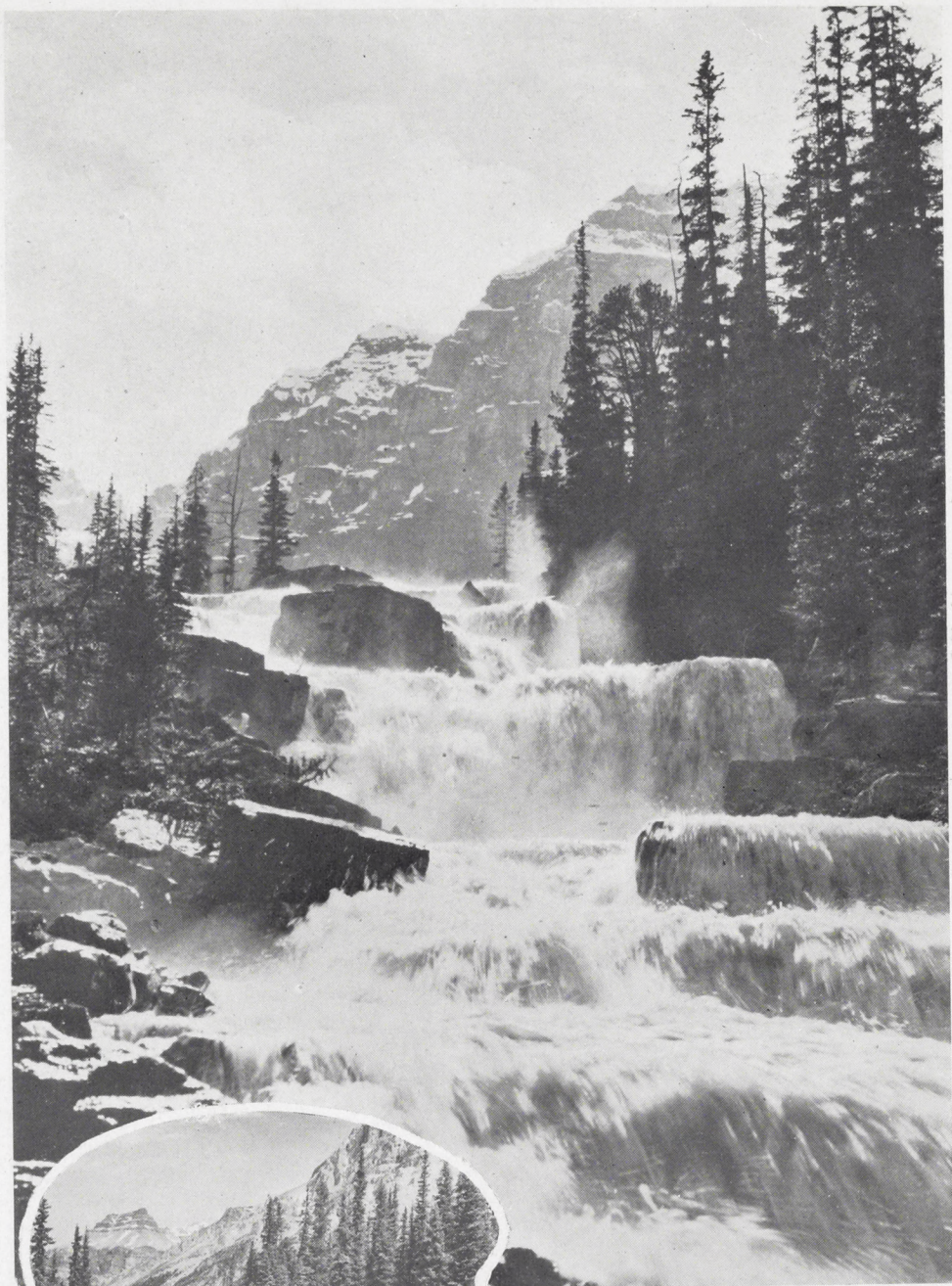
You may drive over surfaced highways from the border to our National Park areas and there you will find grandeur of glacier and mountain magnificence unparalleled anywhere. You will enjoy driving, riding, hiking, swimming, fishing, canoeing, camping, dude ranching, golfing, tennis and hunting in season in frontier settings of thrilling romance. In Alberta you will find the "Mounties," Indians, pioneer guides and trappers who add color to many a holiday moment.

When you come to Alberta from the United States, bring U.S. funds with you. They carry a 10% premium in Canada. If you bring Canadian funds and have some left over you may have difficulty in rebuying U.S. funds.

We invite you to spend your vacation in Alberta and can assure you that the money you spend here will go right back to the good old U.S.A. to help buy materials to aid Canada and Great Britain to win the war.

Ernest C. Manning

Minister Trade and Industry.



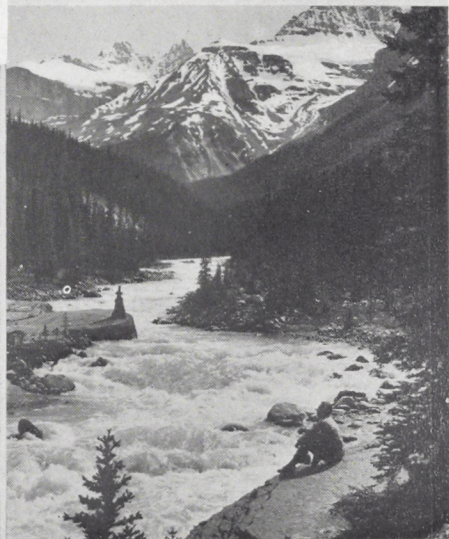
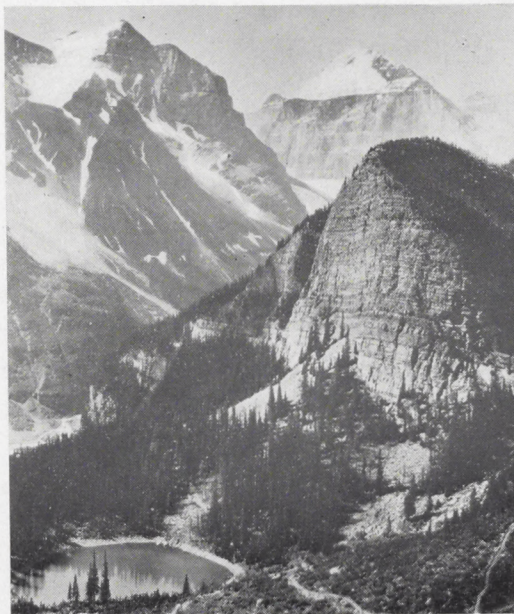
Giants' Staircase above. A roaring foam-spouting waterfall, thunders with mountain music, in Banff National Park. Inset: On the modern highway from Lake Louise to Jasper National Park.

The Canadian ROCKIES

"Twenty Switzerlands in one" is clearly descriptive of the Canadian Rockies, accessible to the motorist at Waterton, Banff and Jasper. Majestic peaks, capped by glistening canopies of perpetual ice in lustrous hues of aquamarine and white, rise to dizzy heights with awe-inspiring splendor.

Nowhere in the world is so large a mountain wonderland accessible to motorists. More than 200 miles of modern highway thread the passes of these matchless National Parks, hundreds of square miles of which have never been charted and are inaccessible except to climbers or those who seek out the hidden wonders with the aid of sure-footed, stock-saddled little mountain ponies, bred to caution and trained by hard experience to trail wisdom and docility.

The Canadian Rockies are famed for amazing variety of rugged form and scenic mood. They never seem exactly the same because changing lights and cloud effects and the progress of the seasons blend the pigments of never-ending combination of colors, which seem to march with stately dignity from morning until night across each glacier, peak, valley and lake.

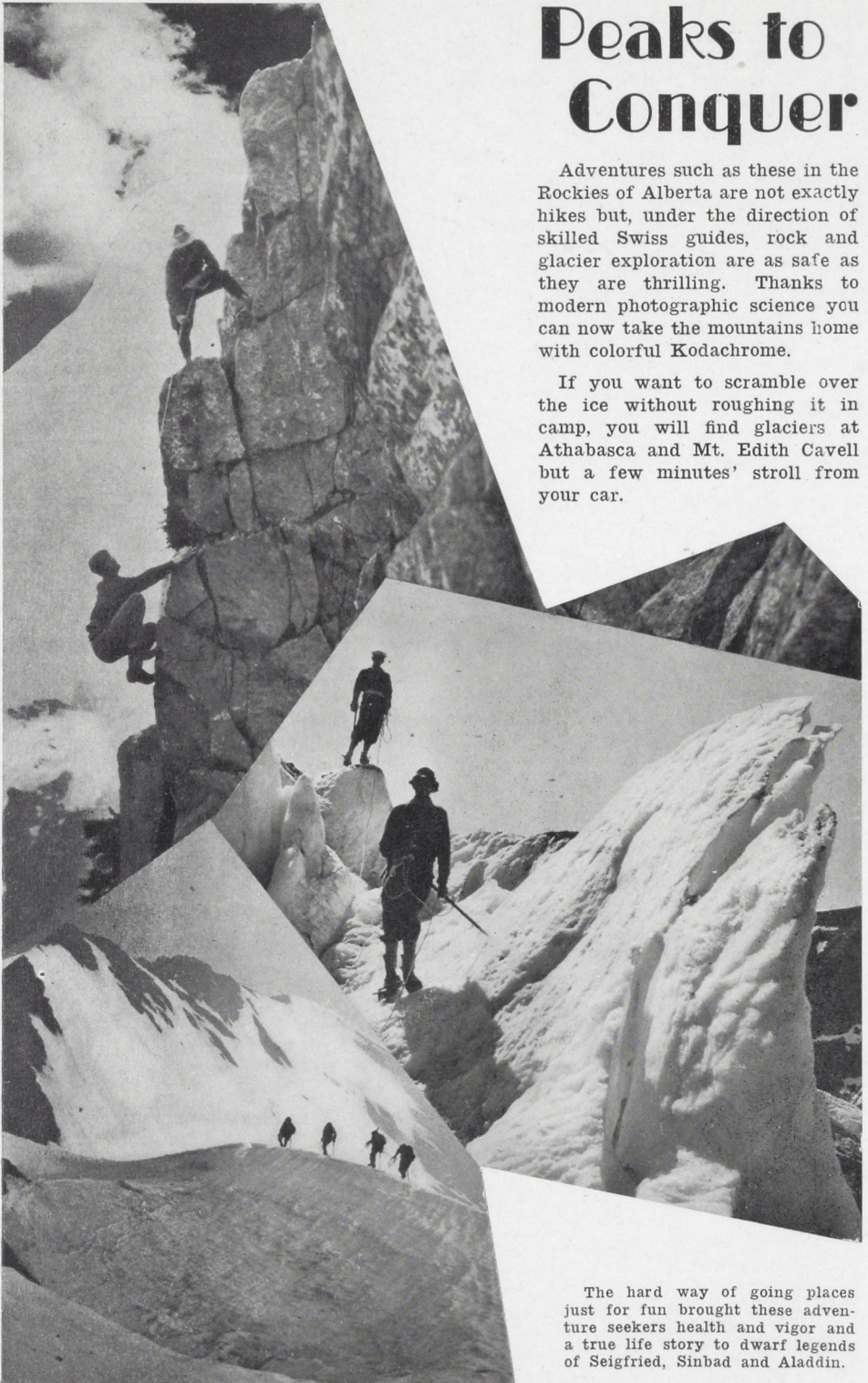


Left: Mounts Fairview and Lefroy with the Beehive on the right, as seen from above the Lakes in the Clouds at Lake Louise. Above: Familiar scenes in Banff National Park.

Peaks to Conquer

Adventures such as these in the Rockies of Alberta are not exactly hikes but, under the direction of skilled Swiss guides, rock and glacier exploration are as safe as they are thrilling. Thanks to modern photographic science you can now take the mountains home with colorful Kodachrome.

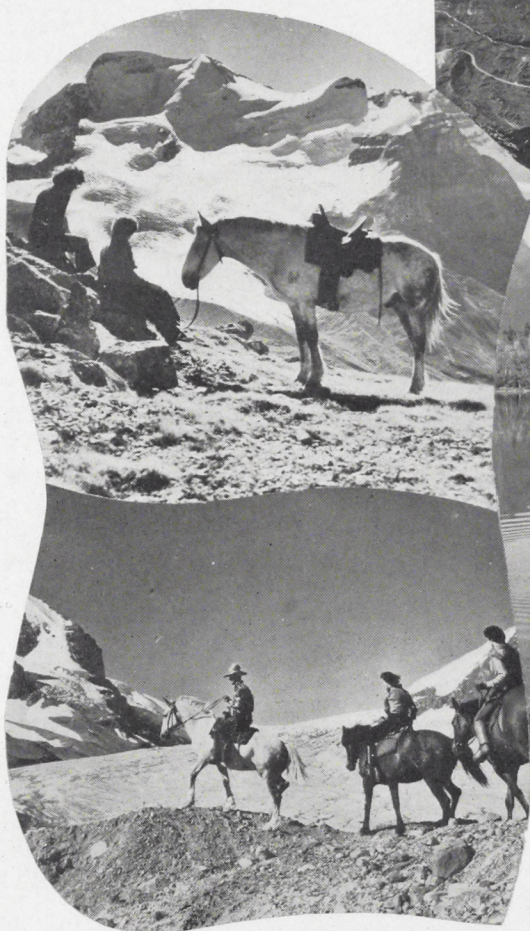
If you want to scramble over the ice without roughing it in camp, you will find glaciers at Athabasca and Mt. Edith Cavell but a few minutes' stroll from your car.



The hard way of going places just for fun brought these adventure seekers health and vigor and a true life story to dwarf legends of Siegfried, Sinbad and Aladdin.

Trails to Wander

Highways and motor cars give way to the trail and the saddle pony when you want to peek beyond the ridges. Even the most inexperienced visitor can enjoy indescribable beauties and unequalled pleasures with the help of these gentle, friendly little horses whose chief instinct is to sense security over stony paths. So even if you have never ridden be-



fore, take time out to ride the trails of the Canadian Rockies. Thus will you enjoy scenery you would miss along the highway.

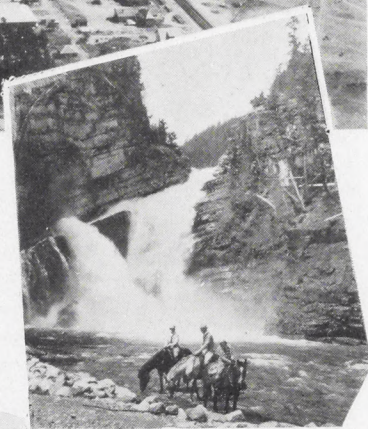
The variety of scenery accessible by pony trails in the Rockies of Alberta is well demonstrated in these pictures. The two left and one at top are taken within a short distance from the Athabaska Chalet, and each depicts the Columbia Icefield from a different aspect.

Numerous dude ranches in the Alberta foothills open the out-of-doors to office workers. Lower right shows a typical scene near Kananaskis, east of Banff.



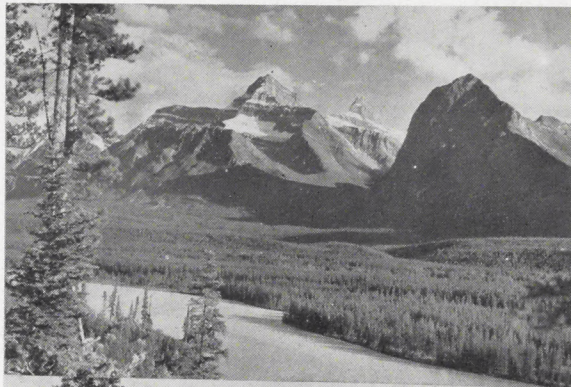
Beautiful Waterton

The International Peace Parks of Glacier in Montana and Waterton in Alberta comprise one playground for two nations which are, in truth, one people in speech and purpose. Above the town of Waterton, these hikers look down the verdant valley across Waterton Lake toward the unguarded border of the United States. The insets show how you can explore the hidden places of these happy hunting grounds.



Banff to Jasper

Every curve and turn on the modern highway between Banff and Jasper brings into view a different vista of mountain magnificence. You will want to stop, get out of your car, linger at each scenic viewpoint, take pictures and listen to the waterfalls, the birds and the wind in the trees. You will want to travel leisurely, letting no detail of nature escape your notice. Along the flower-strewn roadside you may see all manner of denizens of the forest, from the frisky little chipmunk and the chattering squirrel to the mighty moose, the grotesque mountain goat, the timid fallow deer or the dignified bighorn. The children will find a paradise of living wonders. The city dweller will enjoy its crisp, fresh, invigorating quietude, and country folk will love the complete

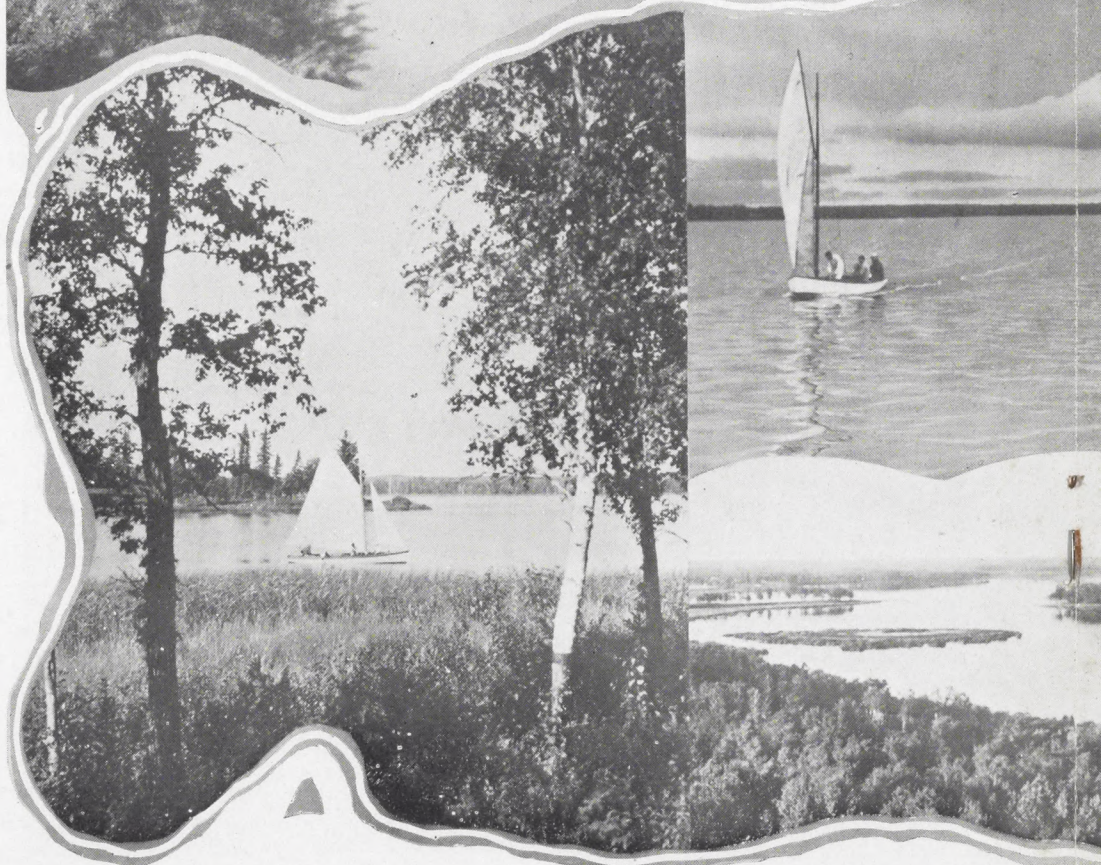


novelty of seemingly utter wilderness combined with incomparable composition of peaks and valley, ice and waterfall, forest and lake and canyon.

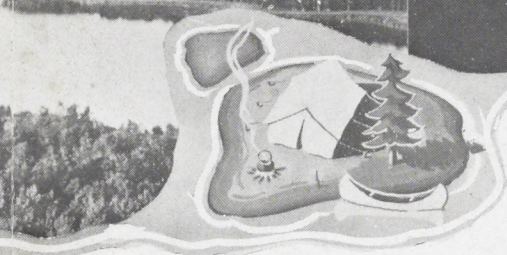


The LAND

Alberta, for all its vast prairie areas, is a pleasing land of lakes and streams and forests that skirt the mountains along the foothills. These scenes around Sylvan Lake and in Elk Island Park near Edmonton, illustrate the variety and expanse of Alberta's lake regions and show the profusion of flowers which abound. Sailing is a favorite pastime on many of these parkland waters, which also afford good fishing and are the breeding grounds for eighty-five per cent of North America's game waterfowl.



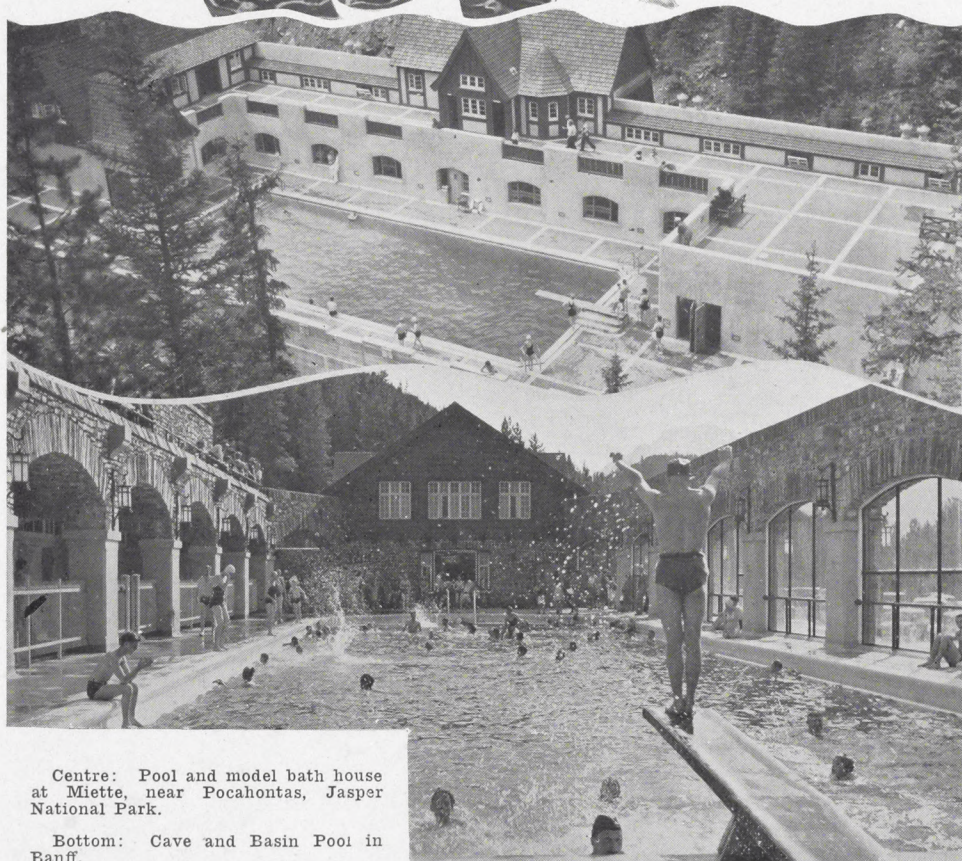
of LAKES



Upper left: A clump of purple anemone "crocuses," the first flowers of Alberta's springtime. Upper right: A fine herd of bison "buffalo," preserved in Elk Island National Park, an hour's drive from Edmonton.

SWIM

Natural sulphur hot springs of health-giving radium water—since time immemorial 'big medicine' in the legends of the mighty Indian—were the first magnets to attract visitors to Banff and to Miette in Jasper National Park, Gushing nearly at boiling point from cavernous fissures on the mountain sides or bubbling through the sands of cave-covered pools, these crystal clear mineral waters, cooled to refreshing temperature, are a source of delight for the young and rejuvenation for the aged. These public pools are kept immaculately clean and the water constantly changing.



Centre: Pool and model bath house at Miette, near Pocahontas, Jasper National Park.

Bottom: Cave and Basin Pool in Banff.

GOLF

From all over the world have come leading golfers to match their skill on the tricky courses at Banff and Jasper. But good, bad or indifferent on the drive, the approach or the putt, you will find a new challenge on the well-kept fairways and greens of these sporty links. Splendid courses are also located at Waterton, Calgary and Edmonton. Picture on the right shows the tee shot across the Devil's Cauldron at Banff. Three tees here give the players a choice of drive length and hazard.



Centre right: Coming in at Banff with the Banff Springs Hotel in the distance.

Lower right: A pretty putt on the perfect green of the Jasper Park Lodge course, with Lac Beauvert and Pyramid Mountain in the background.

Skiing

Beginner and expert alike will find every variety of ski terrain in Alberta's Rocky Mountains. Scenes on Assiniboine, Norquay and Skoki, near Banff, and Maligne and Whistler near Jasper, are shown here, but there are innumerable other areas as fascinating and as safe. Best ski seasons run from early January through March, but some continue the sport among the higher slopes of the Athabaska region as late as mid July.

Numerous overnight lodges and cabins are located along the mountain ski trails for the use of those who like extended trips. Weather, snow and avalanche reports are available all winter.



Canoeing

Calm forest-sheltered lakes and broad slow-flowing river stretches make canoeing a safe and restful pastime for those who love the song of the paddle; but even now, as in those pioneer days when the canoe was the common vessel of trade and commerce on the frontier, numerous routes by lake and stream attract those adventurous souls who choose a holiday in the wilds.

Most popular among the longer voyages are those down the Peace and Athabasca rivers where portages are few and easy.

But if you seek rest rather than action, and romance rather than adventure, the placid waters of Alberta's lakes may suit your fancy best.

When you get out in the middle of one of these mountain lakes in the stillness of a summer's sunset, you find yourself in a world of emerald and blue, and rose and gold—in the centre of a mysterious sphere as deep below as it is high above. And, as the shadows deepen the symphonies of approaching night descend for you alone to hear.

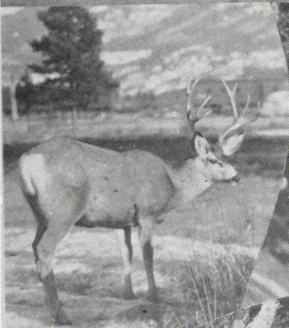


Top: On placid Lac Beauvert in Jasper. Centre: Flotilla on Echo River, Banff. Lower left: Glassy Maligne Lake near Jasper. Lower right: Note the sturdy, wide-gunwaled, tip-proof canoe at Lake Louise.

FISHING and HUNTING

When you get out of your car with fishing tackle or camera you can get shots like these in or out of season. In season—among the foothills, hunters have their pick of splendid heads or animals strayed from the protected National Parks to areas where hunting is permitted. Elk, mountain goat, moose, bear and deer provide lasting trophies for the rifle, or better still, for color movies to thrill the friends back home. Game wardens will gladly tell you where you can find these denizens of the forest.

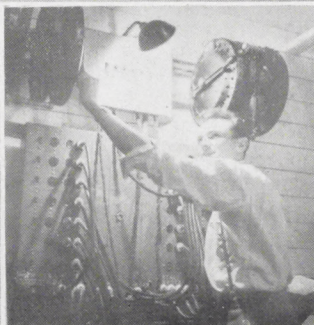
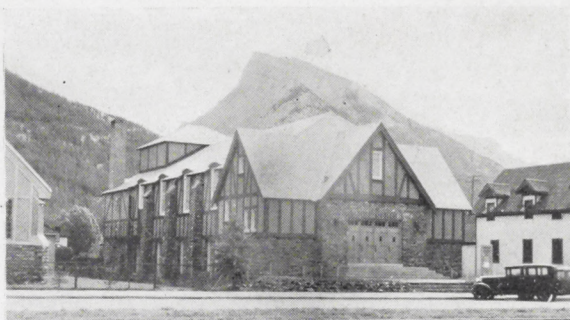
The finest bird hunting on the continent is found in Alberta before the southbound migrants become gunwise and fly high. You can bring your favorite gun without restrictions.



BANFF SCHOOL FINE ARTS

A special grant from the Carnegie Corporation makes possible the addition of courses in weaving design, pottery and modelling to the curriculum of the Banff School of Fine Arts this year. Thus is progress being made toward the lofty ambition to make Banff the Salsburg of North America.

Under a capable staff of internationally recognized professors and instructors, young people of widely divergent strata of viewpoint come from all parts of the United States, Mexico and Canada to advance their knowledge of art, drama, languages and music. Write to the Department of Extension, University of Alberta, Edmonton, for special booklet.



En Route or At Rest in Comfort

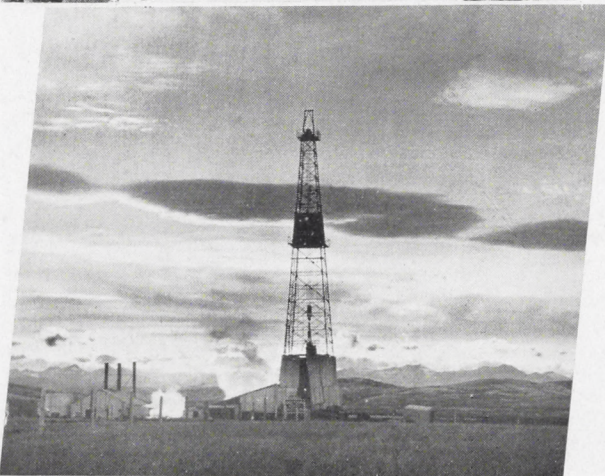
All the facilities of modern transportation serve the visitor to the National Parks and playgrounds of Alberta. Super airlines link the centres of the United States with Lethbridge, Calgary, Edmonton and the Mackenzie River Basin, the Yukon and Alaska. Splendid air-conditioned trains and commodious busses roll over steel and the highways to the holiday resorts in the heart of Rockies. Natty little lake and river boats ply in waters of Waterton, Minnewanka and the inland seas 'down North.' Transportation companies operate open cars over the mountain highways so that visitors, their view unobstructed by auto tops, may enjoy the unexcelled scenery to the full. Below is shown a scene in Turner Valley, rich oil-producing region forty-five miles southwest of Calgary, which now supplies the greater part of Western Canada with motor fuel.

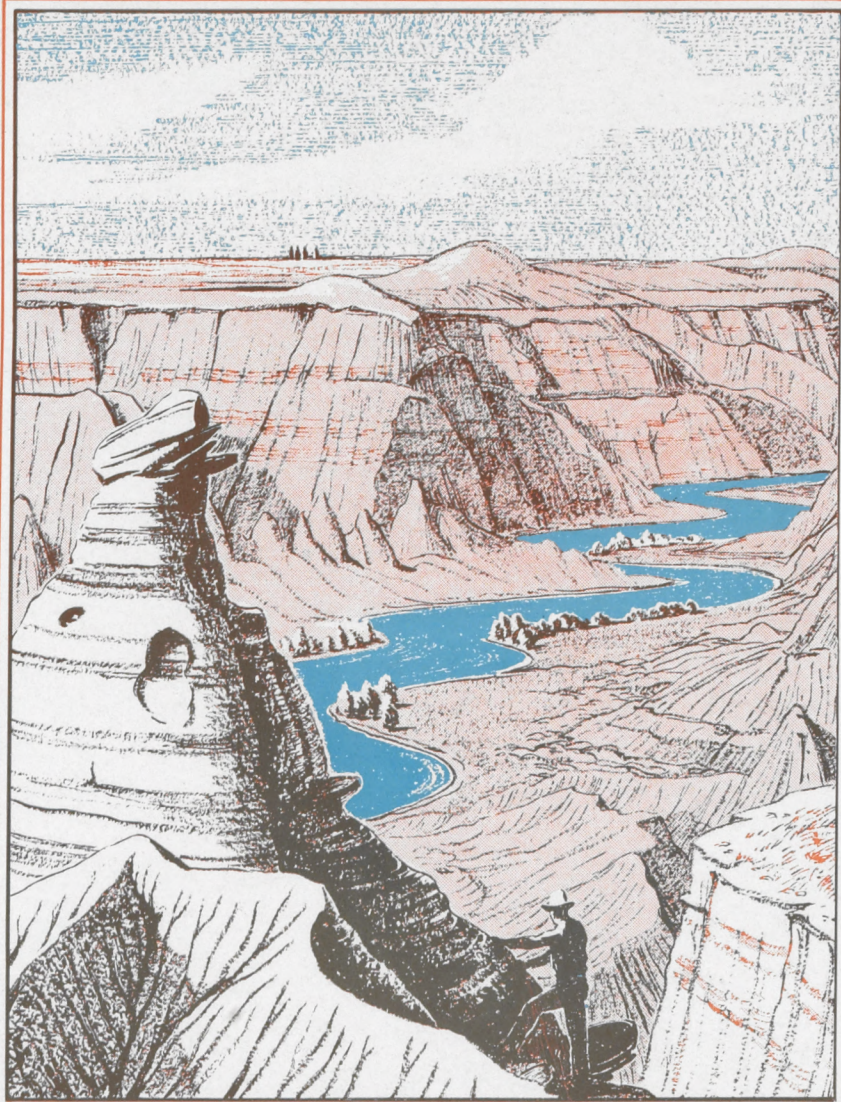
Detailed information concerning accommodation, rates, guide and outfitting services, dude ranches, camping and auto camp and cabin facilities, etc., may be obtained by letter or telegram to the Alberta Travel Bureau, Legislative Buildings, Edmonton. Inquiries regarding hunting, regulations, licenses, seasons and so forth should be addressed to the Game Branch, Department of Lands and Mines, Administration Building, Edmonton. Information regarding transportation rates may be obtained from the nearest airline, railway or bus depot. Your nearest motor association will give you information regarding motor routes and distances.

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(Printed in Canada)





NATURE has played weird pranks in the Bad Lands of the Red Deer River Valley—that ageless scar which lays bare the secrets of a hundred million years. Near Drumheller, 80 miles northeast of Calgary, this graveyard of the mastodons, you may find the fossilized remains of countless dinosaurs and specimens of prehistoric ocean life. You may find pearls 6,000,000 years old embedded in oyster shell fossils, but your greatest find will be a lasting, awe-inspired impression of the vastness of Creation.

We like
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So will you!